

CONCURRENT DYNAMIC PRICING MARKETING AND SELLING SYSTEM

ABSTRACT OF THE DISCLOSURE

A system for liquidating excess, returned, inventory of slow moving products to maximize gross profit. The system has a variable pricing strategy for enabling quick liquidation of unsold or returned inventory items. The system is Web based. The pricing strategy is interactive, and includes a flexible current price, an open order mechanism, a facility for a demand price and a buyer auction scheme. Sellers interact with the system to set minimum prices and permitted increments of changes in price when prices vary. Buyers can choose to acquire a certain amount of a product at the current price, or set an amount they are willing to pay after a particular period of time. Sellers can adjust prices based on buyer responses and arrive at an optimal pricing strategy over a given period of time to meet their requirements for inventory liquidation. The system can be used in on-line shopping forums and is available through a number of access points including affiliated websites, distributor and manufacturer websites and portal type websites. The system permits the liquidation of excess or returned inventory in a desired amount of time with an improved recovery price.